

1 CLAIMS

2

3 What is claimed is:

4

5 1. A system for enabling targeted content delivery to a mobile device user, said mobile
6 device having a device address, said device address having associated therewith at least
7 one unique identifier, said system comprising:

8

9 -a message application server; and

10

11 -a trigger system in communication with said message application server, said trigger
12 system comprising:

13

14 -a trigger client component configured to generate a trigger signal comprising a trigger
15 action, user content request data and said at least one unique identifier;

16

17 -a trigger server component in communication with said trigger client component, said
18 trigger server component configured to:

19 -receive said trigger signal,

20 -send to said message application server said trigger signal for processing by said

21 message application server;

22

1 wherein said message application server is configured to:

2 -receive from said trigger system said trigger signal, and in response thereto:

3 -derive said mobile device address from said at least one unique identifier,

4 -generate content based on said user request data, and

5 -send said generated content to said device address of said mobile device.

6

7 2. A system as in claim 1 wherein said message application server further includes a

8 message application database for storing transaction information comprising said user

9 request data and said device address.

10

11 3. A system as in claim 1 wherein said trigger client component is said mobile device.

12

13 4. A system as in claim 1 wherein said trigger system comprises:

14 -a client application residing on said trigger client component for generating said trigger

15 signal; and

16 -a server application residing on said trigger server component in communication with

17 said client application and said message application server, said server application for

18 receiving and processing said trigger signal sent by said client application..

19

20 5. A system as in claim 4 wherein said client application is a WEB or WAP browser

21 client component and said server application is a WEB or WAP server application

22 component.

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2 6. A system as in claim 1, wherein said trigger client component further comprises at
3 least one input device.

4

5 7. A system as in claim 6, wherein said at least one input device is selected from the
6 group consisting of a magnetic card reader, bar code reader, keyboard, keypad, touch
7 pad, sensors, and any combination thereof.

8

9 8. A system as in claim 7, wherein said sensors include a wireless sensor and a
10 biometric sensor.

11

12 9. A system as in claim 1 wherein said trigger client component is an account card and a
13 reader and wherein said trigger signal is generated by swiping said account card through
14 said reader and having said trigger system identify said unique identifier based on
15 account card information

16

17 10. A system as in claim 1, wherein said trigger system comprises an IVR system, said
18 mobile device is a cellular phone, said device address is a cellular phone number and
19 said trigger action is a voice call; said IVR system configured to process said trigger
20 signal to acquire said cellular phone number of said cellular phone.

21

1 11. A system as in claim 1, wherein said trigger system comprises a PSTN and a Phone
2 Switch connected to said PSTN, said mobile device is a cellular phone, said mobile
3 device address is a cellular phone number and said trigger action is a voice call; said
4 trigger system configured to detect incoming call establishment requests from said
5 PSTN and to process said trigger signal to acquire said cellular phone number of said
6 cellular phone.

7
8 12. A system as in claim 1 wherein said mobile device is a network-enabled device.

9
10 13. A system as in claim 1 wherein said mobile device is a cellular phone having a
11 cellular phone number as said device address.

12
13 14. A system as in claim 1 wherein said device address is a calling number, a cellular
14 phone number, an instant messaging address, an e-mail address or other addressing
15 type.

16
17 15. A system as in claim 1 further comprising:

18 -an offer application component;

19 -an offer entry system in communication with said offer application component, and

20 -an offer database in communication with said offer application component for storing

21 said generated content and said user request data,

22 wherein said offer entry system is configured to:

- 1 -redeem said generated content,
2 -generate content redemption information comprising said redeemed content, and
3 -send said content redemption information to said offer application component for
4 storage in said offer database.

5

- 6 16. A system as in claim 15, wherein said offer application component is further
7 configured to:

- 8 -receive said content redemption information and
9 -check for and process valid redeemed content using a validation code.

10

- 11 17. A system as in claim 16 wherein said offer entry system is further configured to
12 generate a physical representation of said generated content.

13

- 14 18. A system as in claim 17 wherein said physical representation of said generated
15 content includes paper, card-stock, plastic or any other tangible medium.

16

- 17 19. A system as in claim 18 wherein said offer entry system is a point of sale (POS).
18 terminal for redeeming and providing a physical representation of said generated
19 content.

20

- 21 20. A system as in claim 18 wherein said offer entry system is a kiosk for redeeming
22 and providing a physical representation of said generated content.

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2 21. A system as in claim 1 further comprising at least one communications network
3 wherein said trigger system communicates with said message application server via said
4 at least one communications network and wherein said trigger client device system
5 communicates with said trigger server device via said at least one communications
6 network.

7

8 22. A system as in claim 1 wherein said generated content comprises a message, a
9 coupon, an offer or a promotion.

10

11 23. A system as in claim 17 wherein said generated content is a tangible medium
12 containing a bar code representation of said validation code.

13

14 24. A system as in claim 23 wherein said validation code representation comprises a
15 bar code.

16

17 25. A system as in claim 16 wherein said validation code encodes information
18 pertaining to said user, generated content, unique identifier or mobile device for the
19 purpose of tracking redemption on a per user basis.

20

21 26. A system as in claim 16 wherein said validation code is a numerical or
22 alphanumerical code.

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2 27. A system as in claim 16 wherein said validation code is an image to be scanned.

3

4 28. A system as in claim 16 wherein said mobile device processes and stores said
5 validation code.

6

7 29. A system as in claim 16 wherein said validation code contains one or more
8 checksum digits whereby code input errors can be detected.

9

10 30. A system as in claim 16 further comprising at least one first external system coupled
11 to said message application server; said at least one first external system for facilitating
12 the generation, redemption, analysis, verification and/or delivery of said generated
13 content.

14

15 31. A system as in claim 30 wherein said at least one first external systems includes
16 enterprise application systems, back-end payment systems, CRM systems and loyalty
17 systems.

18

19 32. A system as in claim 17 further comprising at least one second external system
20 coupled to said offer application component, said at least one second external system
21 facilitating the generation, redemption, analysis, verification and/or delivery of said
22 generated content.

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2 33. A system as in claim 32 wherein said at least one second external system includes
3 enterprise application systems, back-end payment systems, CRM systems and loyalty
4 systems.

5

6 34. A system as in claim 32 wherein said validation code is similar to a Credit Card or
7 Payment Card number and wherein said at least one second external system is a back-
8 end payment system that processes said validation code.

9

10 35. A system as in claim 1 further comprising a mobile network in communication with
11 said mobile device and wherein said message application server sends said generated
12 content to said device address via said mobile network.

13

14 36. A system for enabling targeted content delivery to a mobile device user, said mobile
15 device having a device address, said device address having associated therewith at least
16 one unique identifier, said system comprising:

17

18 -a message application server; and

19

20 -a trigger system in communication with said message application server, said trigger
21 system comprising:

22

- 1 -a trigger client component configured to generate a trigger signal comprising a trigger
2 action, user content request data and said at least one unique identifier;
3
4 -a trigger server component in communication with said trigger client component, said
5 trigger server component configured to:
6 -receive said trigger signal,
7 -derive said mobile device address from said at least one unique identifier,
8 -send to said message application server said device address and said user request data,
9
10 -at said message application server:
11 -receive said device address and said user request data, and in response thereto,
12 -generate content based on said user request data, and
13 -send said generated content to said device address of said mobile device.

14

- 15 37. A system as in claim 36 wherein said message application server further includes a
16 message application database for storing transaction information comprising said user
17 request data and said device address.

18

- 19 38. A system as in claim 36 wherein said trigger client component is said mobile
20 device.

21

- 22 39. A system as in claim 36 wherein said trigger system comprises:

1 -a client application residing on said trigger client component for generating said trigger
2 signal; and

3 -a server application residing on said trigger server component in communication with
4 said client application and said message application server, said server application for
5 receiving and processing said trigger signal sent by said client application..

6

7 40. A system as in claim 39 wherein said client application is a WEB or WAP browser
8 client component and said server application is a WEB or WAP server application
9 component.

10

11 41. A system as in claim 36, wherein said trigger client component further comprises at
12 least one input device.

13

14 42. A system as in claim 41, wherein said at least one input device is selected from the
15 group consisting of a magnetic card reader, bar code reader, keyboard, keypad, touch
16 pad, sensors, and any combination thereof.

17

18 43. A system as in claim 42, wherein said sensors include a wireless sensor and a
19 biometric sensor.

20

21 44. A system as in claim 36 wherein said trigger client component is an account card
22 and a reader and wherein said trigger signal is generated by swiping said account card

1 through said reader and having said trigger system identify said unique identifier based
2 on account card information

3

4 45. A system as in claim 36, wherein said trigger system comprises an IVR system,
5 said mobile device is a cellular phone, said device address is a cellular phone number
6 and said trigger action is a voice call; said IVR system configured to process said
7 trigger signal to acquire said cellular phone number of said cellular phone.

8

9 46. A system as in claim 36, wherein said trigger system comprises a PSTN and a
10 Phone Switch connected to said PSTN, said mobile device is a cellular phone, said
11 mobile device address is a cellular phone number and said trigger action is a voice call;
12 said trigger system configured to detect incoming call establishment requests from said
13 PSTN and to process said trigger signal to acquire said cellular phone number of said
14 cellular phone.

15

16 47. A system as in claim 36 wherein said mobile device is a network-enabled device.

17

18 48. A system as in claim 36 wherein said mobile device is a cellular phone having a
19 cellular phone number as said device address.

20

1 49. A system as in claim 36 wherein said device address is a calling number, a cellular
2 phone number, an instant messaging address, an e-mail address or other addressing
3 type.

4

5 50. A system as in claim 36 further comprising:

6 -an offer application component;

7 -an offer entry system in communication with said offer application component, and

8 -an offer database in communication with said offer application component for storing

9 said generated content and said user request data,

10 wherein said offer entry system is configured to:

11 -redeem said generated content,

12 -generate content redemption information comprising said redeemed content, and

13 -send said content redemption information to said offer application component for

14 storage in said offer database.

15

16 51. A system as in claim 50, wherein said offer application component is further

17 configured to:

18 -receive said content redemption information and

19 -check for and process valid redeemed content using a validation code.

20

21 52. A system as in claim 51 wherein said offer entry system is further configured to

22 generate a physical representation of said generated content.

1

2 53. A system as in claim 52 wherein said physical representation of said generated
3 content includes paper, card-stock, plastic or any other tangible medium.

4

5 54. A system as in claim 53 wherein said offer entry system is a point of sale (POS)
6 terminal for redeeming and providing a physical representation of said generated
7 content.

8

9 55. A system as in claim 53 wherein said offer entry system is a kiosk for redeeming
10 and providing a physical representation of said generated content.

11

12 56. A system as in claim 36 further comprising at least one communications network
13 wherein said trigger system communicates with said message application server via said
14 at least one communications network and wherein said trigger client device system
15 communicates with said trigger server device via said at least one communications
16 network.

17

18 57. A system as in claim 36 wherein said generated content comprises a message, a
19 coupon, an offer or a promotion.

20

21 58. A system as in claim 52 wherein said generated content is a tangible medium
22 containing a bar code representation of said validation code.

1

2 59. A system as in claim 58 wherein said validation code representation comprises a
3 bar code.

4

5 60. A system as in claim 51 wherein said validation code encodes information
6 pertaining to said user, generated content, unique identifier or mobile device for the
7 purpose of tracking redemption on a per user basis.

8

9 61. A system as in claim 51 wherein said validation code is a numerical or
10 alphanumerical code.

11

12 62. A system as in claim 51 wherein said validation code is an image to be scanned.

13

14 63. A system as in claim 51 wherein said mobile device processes and stores said
15 validation code.

16

17 64. A system as in claim 51 wherein said validation code contains one or more
18 checksum digits whereby code input errors can be detected.

19

20 65. A system as in claim 51 further comprising at least one first external system coupled
21 to said message application server; said at least one first external system for facilitating

1 the generation, redemption, analysis, verification and/or delivery of said generated
2 content.

3

4 66. A system as in claim 65 wherein said at least one first external systems includes
5 enterprise application systems, back-end payment systems, CRM systems and loyalty
6 systems.

7

8 67. A system as in claim 52 further comprising at least one second external system
9 coupled to said offer application component, said at least one second external system
10 facilitating the generation, redemption, analysis, verification and/or delivery of said
11 generated content.

12

13 68. A system as in claim 67 wherein said at least one second external system includes
14 enterprise application systems, back-end payment systems, CRM systems and loyalty
15 systems.

16

17 69. A system as in claim 67 wherein said validation code is similar to a Credit Card or
18 Payment Card number and wherein said at least one second external system is a back-
19 end payment system that processes said validation code.

20

1 70. A system as in claim 36 further comprising a mobile network in communication
2 with said mobile device and wherein said message application server sends said
3 generated content to said device address via said mobile network.
4

5 71. A method for enabling targeted content delivery to a mobile device user, said
6 mobile device having a device address, said device address having associated therewith
7 at least one unique identifier, said method comprising:
8

9 -providing a message application server;
10

11 -providing a trigger system in communication with said message application server;
12 said trigger system comprising: a trigger client component and a trigger server
13 component in communication with said trigger client component;
14

15 -at said trigger client component, generating a trigger signal comprising a trigger action,
16 user request data and said at least one unique identifier;
17

18 -at said trigger server component:

19 -receiving said trigger signal,

20 -deriving said mobile device address from said at least one unique identifier,

21 -sending to said message application server said trigger signal for processing;
22

1 -at said message application server:

2 -receiving from said trigger system said trigger signal, and in response thereto:

3 -deriving said mobile device address from said at least one unique identifier,

4 -generating content based on said user request data, and

5 -sending said generated content to said device address of said mobile device.

6

7 72. A method as in claim 71 wherein said message application server further includes a

8 message application database for storing transaction information comprising said user

9 request data and said device address.

10

11 73. A method as in claim 71 wherein said trigger client component is said mobile

12 device.

13

14 74. A method as in claim 71 wherein said trigger system comprises:

15 -a client application residing on said trigger client component for generating said trigger

16 signal; and

17 -a server application residing on said trigger server component in communication with

18 said client application and said message application server, said server application for

19 receiving and processing said trigger signal sent by said client application..

20

1 75. A method as in claim 74 wherein said client application is a WEB or WAP browser
2 client component and said server application is a WEB or WAP server application
3 component.

4

5

6 76. A method as in claim 71, wherein said trigger client component further comprises
7 at least one input device.

8

9 77. A method as in claim 76, wherein said at least one input device is selected from the
10 group consisting of a magnetic card reader, bar code reader, keyboard, keypad, touch
11 pad, sensors, and any combination thereof.

12

13 78. A method as in claim 77, wherein said sensors include a wireless sensor and a
14 biometric sensor.

15

16 79. A method as in claim 71 wherein said trigger client component is an account card
17 and a reader and wherein said trigger signal is generated by swiping said account card
18 through said reader and having said trigger system identify said unique identifier based
19 on account card information

20

21 80. A method as in claim 71, wherein said trigger system comprises an IVR system,
22 said mobile device is a cellular phone, said device address is a cellular phone number

1 and said trigger action is a voice call; said IVR system configured to process said
2 trigger signal to acquire said cellular phone number of said cellular phone.

3

4 81. A method as in claim 71, wherein said trigger system comprises a PSTN and a
5 Phone Switch connected to said PSTN, said mobile device is a cellular phone, said
6 mobile device address is a cellular phone number and said trigger action is a voice call;
7 said trigger system configured to detect incoming call establishment requests from said
8 PSTN and to process said trigger signal to acquire said cellular phone number of said
9 cellular phone.

10

11 82. A method as in claim 71 wherein said mobile device is a network-enabled device.

12

13 83. A method as in claim 71 wherein said mobile device is a cellular phone having a
14 cellular phone number as said device address.

15

16 84. A method as in claim 71 wherein said device address is a calling number, a cellular
17 phone number, an instant messaging address, an e-mail address or other addressing
18 type.

19

20 85 A method as in claim 71 further comprising the step of providing an offer
21 application system in communication with said message application server, said offer

1 application system comprising an offer application component, wherein at said message
2 application server,
3 -receiving from said trigger system said trigger signal,
4 -deriving from said trigger signal said user request data and said device address, and
5 -sending to said offer application system said user request data for processing by said
6 offer application component; and;
7 at said offer application component,
8 -receiving from said message application server said user request data,
9 -generating content based on said user request data, and
10 -sending to said message application server said generated content for forwarding to
11 said device address of said mobile device.

12

13 86. A method as in claim 85 further comprising the steps of:

14 -providing an offer entry system for redeeming content; said offer entry system in
15 communication with said offer application component; and
16 -redeeming said generated content at said offer entry system.

17

18 87. A method as in claim 86 further comprising the step of: generating a physical
19 representation of said generated content at said offer entry system.

20

21 88. A method as in claim 87 wherein said physical representation of said generated
22 content includes paper, card-stock, plastic or any other tangible medium.

1

2 89. A method as in claim 88 wherein said offer entry system is a point of sale (POS)
3 terminal for redeeming and providing a physical representation of said generated
4 content.

5

6 90. A method as in claim 88 wherein said offer entry system is a kiosk for redeeming
7 and providing a physical representation of said generated content.

8

9 91. A method as in claim 71 further comprising the step of: providing at least one
10 communications network wherein said trigger system communicates with said message
11 application server via said at least one communications network and wherein said
12 trigger client device system communicates with said trigger server device via said at
13 least one communications network.

14

15 92. A method as in claim 71 wherein said generated content comprises a message, a
16 coupon, an offer or a promotion.

17

18 93. A method as in claim 87 wherein said generated content is a tangible medium
19 containing a bar code representation of said validation code.

20

21 94. A method as in claim 93 wherein said validation code representation comprises a
22 bar code.

1

2 95. A method as in claim 86 wherein said validation code encodes information
3 pertaining to said user, generated content, unique identifier or mobile device for the
4 purpose of tracking redemption on a per user basis.

5

6 96. A method as in claim 86 wherein said validation code is a numerical or
7 alphanumerical code.

8

9 97. A method as in claim 86 wherein said validation code is an image to be scanned.

10

11 98. A method as in claim 86 wherein said mobile device processes and stores said
12 validation code.

13

14 99. A method as in claim 86 wherein said validation code contains one or more
15 checksum digits whereby code input errors can be detected.

16

17 100. A method as in claim 86 further comprising the step of: providing at least one first
18 external system coupled to said message application server; said at least one first
19 external system for facilitating the generation, redemption, analysis, verification and/or
20 delivery of said generated content.

21

1 101. A method as in claim 100 wherein said at least one first external systems includes
2 enterprise application systems, back-end payment systems, CRM systems and loyalty
3 systems.

4
5 102. A method as in claim 87 further comprising the step of: providing at least one
6 second external system coupled to said offer application component, said at least one
7 second external system facilitating the generation, redemption, analysis, verification
8 and/or delivery of said generated content.

9
10 103. A method as in claim 102 wherein said at least one second external system
11 includes enterprise application systems, back-end payment systems, CRM systems and
12 loyalty systems.

13
14 104. A method as in claim 102 wherein said validation code is similar to a Credit Card
15 or Payment Card number and wherein said at least one second external system is a
16 back-end payment system that processes said validation code.

17
18 105. A method as in claim 71 further comprising the step of: providing a mobile
19 network in communication with said mobile device and wherein said message
20 application server sends said generated content to said device address via said mobile
21 network.

22

1 106. A method for enabling targeted content delivery to a mobile device user, said
2 mobile device having a device address, said device address having associated therewith
3 at least one unique identifier, said method comprising:
4
5 -providing a message application server;
6
7 -providing a trigger system in communication with said message application server;
8 said trigger system comprising: a trigger client component and a trigger server
9 component in communication with said trigger client component;
10
11 -at said trigger client component, generating a trigger signal comprising a trigger action,
12 user request data and said at least one unique identifier;
13
14 -at said trigger server component:
15 -receiving said trigger signal,
16 -deriving said mobile device address from said at least one unique identifier,
17 -sending to said message application server said device address and said user request
18 data,
19
20 -at said message application server:
21 -receiving said device address and said user request data, and in response thereto,
22 -generating content based on said user request data, and

1 -sending said generated content to said device address of said mobile device.

2

3 107. A method as in claim 106 wherein said message application server further includes
4 a message application database for storing transaction information comprising said user
5 request data and said device address.

6

7 108. A method as in claim 106 wherein said trigger client component is said mobile
8 device.

9

10 109. A method as in claim 106 wherein said trigger system comprises:

11 -a client application residing on said trigger client component for generating said trigger
12 signal; and

13 -a server application residing on said trigger server component in communication with
14 said client application and said message application server, said server application for
15 receiving and processing said trigger signal sent by said client application..

16

17 110. A method as in claim 109 wherein said client application is a WEB or WAP
18 browser client component and said server application is a WEB or WAP server
19 application component.

20

21

1 111. A method as in claim 106, wherein said trigger client component further
2 comprises at least one input device.

3

4 112. A method as in claim 111, wherein said at least one input device is selected from
5 the group consisting of a magnetic card reader, bar code reader, keyboard, keypad,
6 touch pad, sensors, and any combination thereof.

7

8 113. A method as in claim 112, wherein said sensors include a wireless sensor and a
9 biometric sensor.

10

11 114. A method as in claim 106, wherein said trigger client component is an account
12 card and a reader and wherein said trigger signal is generated by swiping said account
13 card through said reader and having said trigger system identify said unique identifier
14 based on account card information

15

16 115. A method as in claim 106, wherein said trigger system comprises an IVR system,
17 said mobile device is a cellular phone, said device address is a cellular phone number
18 and said trigger action is a voice call; said IVR system configured to process said
19 trigger signal to acquire said cellular phone number of said cellular phone.

20

21 116. A method as in claim 106, wherein said trigger system comprises a PSTN and a
22 Phone Switch connected to said PSTN, said mobile device is a cellular phone, said

1 mobile device address is a cellular phone number and said trigger action is a voice call;
2 said trigger system configured to detect incoming call establishment requests from said
3 PSTN and to process said trigger signal to acquire said cellular phone number of said
4 cellular phone.

5

6 117. A method as in claim 106, wherein said mobile device is a network-enabled
7 device.

8

9 118. A method as in claim 106, wherein said mobile device is a cellular phone having a
10 cellular phone number as said device address.

11

12 119. A method as in claim 106, wherein said device address is a calling number, a
13 cellular phone number, an instant messaging address, an e-mail address or other
14 addressing type.

15

16 120. A method as in claim 106, further comprising the step of providing an offer
17 application system in communication with said message application server, said offer
18 application system comprising an offer application component, wherein at said message
19 application server,
20 -receiving from said trigger system said trigger signal,
21 -deriving from said trigger signal said user request data and said device address, and

1 -sending to said offer application system said user request data for processing by said
2 offer application component; and;
3 at said offer application component,
4 -receiving from said message application server said user request data,
5 -generating content based on said user request data, and
6 -sending to said message application server said generated content for forwarding to
7 said device address of said mobile device.
8

9 121. A method as in claim 120 further comprising the steps of:

10 -providing an offer entry system for redeeming content; said offer entry system in
11 communication with said offer application component; and
12 -redeeming said generated content at said offer entry system.
13

14 122. A method as in claim 121 further comprising the step of: generating a physical
15 representation of said generated content at said offer entry system.
16

17 123. A method as in claim 122 wherein said physical representation of said generated
18 content includes paper, card-stock, plastic or any other tangible medium.
19

20 124. A method as in claim 123 wherein said offer entry system is a point of sale (POS)
21 terminal for redeeming and providing a physical representation of said generated
22 content.

1

2 125. A method as in claim 123 wherein said offer entry system is a kiosk for redeeming
3 and providing a physical representation of said generated content.

4

5 126. A method as in claim 106 further comprising the step of: providing at least one
6 communications network wherein said trigger system communicates with said message
7 application server via said at least one communications network and wherein said
8 trigger client device system communicates with said trigger server device via said at
9 least one communications network.

10

11 127. A method as in claim 106 wherein said generated content comprises a message, a
12 coupon, an offer or a promotion.

13

14 128. A method as in claim 122 wherein said generated content is a tangible medium
15 containing a bar code representation of said validation code.

16

17 129. A method as in claim 128 wherein said validation code representation comprises a
18 bar code.

19

20 130. A method as in claim 121 wherein said validation code encodes information
21 pertaining to said user, generated content, unique identifier or mobile device for the
22 purpose of tracking redemption on a per user basis.

1

2 131. A method as in claim 121 wherein said validation code is a numerical or
3 alphanumerical code.

4

5 132. A method as in claim 121 wherein said validation code is an image to be scanned.

6

7 133. A method as in claim 121 wherein said mobile device processes and stores said
8 validation code.

9

10 134. A method as in claim 121 wherein said validation code contains one or more
11 checksum digits whereby code input errors can be detected.

12

13

14 135. A method as in claim 121 further comprising the step of: providing at least one
15 first external system coupled to said message application server; said at least one first
16 external system for facilitating the generation, redemption, analysis, verification and/or
17 delivery of said generated content.

18

19 136. A method as in claim 135 wherein said at least one first external systems includes
20 enterprise application systems, back-end payment systems, CRM systems and loyalty
21 systems.

22

1 137. A method as in claim 122 further comprising the step of: providing at least one
2 second external system coupled to said offer application component, said at least one
3 second external system facilitating the generation, redemption, analysis, verification
4 and/or delivery of said generated content.

5

6 138. A method as in claim 137 wherein said at least one second external system
7 includes enterprise application systems, back-end payment systems, CRM systems and
8 loyalty systems.

9

10 139. A method as in claim 137 wherein said validation code is similar to a Credit Card
11 or Payment Card number and wherein said at least one second external system is a
12 back-end payment system that processes said validation code.

13

14 140. A method as in claim 106 further comprising the step of: providing a mobile
15 network in communication with said mobile device and wherein said message
16 application server sends said generated content to said device address via said mobile
17 network.

18

19 141. A trigger system for facilitating targeted content delivery to a mobile device, said
20 system comprising:
21 a processor configured to:

- 1 -receive a trigger signal comprising user request data and a unique identifier, said
- 2 unique identifier having associated therewith a mobile device address;
- 3 -derive said mobile device address from said unique identifier, and
- 4 -send said mobile device address and said user request data to a message application
- 5 server for use in generating content.

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- 7 142. A message application data network server system for facilitating targeted content
- 8 delivery to a mobile device, said system comprising:

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- 10 a processor configured to:

- 11 -receive from a trigger system a trigger signal comprising a mobile device address and
- 12 user request data, both associated with a mobile device, and in response thereto:
- 13 -process said trigger signal to derive said device address and said user request data,
- 14 -generate content based on said user request data, and
- 15 -send said generated content to said device address of said mobile device.

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